



2020 全球自贸区峰会
GLOBAL **FREE ZONES** SUMMIT

SPONSORSHIP OPPORTUNITIES

20-22 OCTOBER 2020





20-22 OCTOBER 2020
Yingkou City, China

Dear Valued Partner,

This year has been challenging for every country, every company, and everyone. Global supply chain interruption has forced corporate investors to re-evaluate their FDI strategies. IPA's need to actively engage with corporations now as entire industries shift, pivot, and evolve.

In light of the challenges we all are facing, Conway is pleased to offer your organization exclusive exposure to hundreds of global investors at the inaugural Global Free Zones Summit, to be hosted in Yingkou City, China 20-22 October 2020.

This world-class event has the full support of local and regional governments and will bring together decision-makers from some of the fastest-growing companies in the world who will decide what the future of FDI becomes.

Relationships will be formed. Investments will be discussed. Deals will be made. Will you be there?

We look forward to welcoming you to this historic event.

Thank you,



Adam Jones-Kelley
President
Conway, Inc.



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WHY YOU CAN'T AFFORD TO MISS THE 2020 GLOBAL FREE ZONES SUMMIT

Conway, in partnership with the Yingkou Municipal People's Government, is thrilled to host the 1st edition of the Global Free Zones Summit, to be held 20-22 October in Yingkou City, China.

This prestigious event will bring in global investors, world political & economic leaders and industry intermediaries to discuss, network and build relationships that lead to sustainable investment.

2020 SPONSOR BENEFITS

No other event brings together as many Chinese FDI professionals to discuss the future of international corporate expansion and investment.

Increase Your Business Revenue by Engaging in These Opportunities

- Highlight your organization or location on a global stage.
- Build investor confidence in your organization or location.
- Display your logo on collateral, including website and signage.
- Drive more traffic: morning and afternoon networking breaks strategically located within the exhibition area.
- Learn skills and methods that deliver real, attributable revenue results.
- Experience innovative sessions with world-renowned speakers and business leaders.
- Build your network with exclusive networking receptions at first-class venues.
- Stand out with easily identifiable sponsor-specific name badges.



AGENDA

TUESDAY, 20 OCTOBER

- Registration Open
- Exhibition Area Setup
- FDI Training Seminar
- Welcome Reception

WEDNESDAY, 21 OCTOBER

- Registration & Dedicated Exhibition Area Time
- Full Day Of Sessions Featuring Keynotes & Panel Discussions
- Morning Break & Dedicated Exhibition Area Time
- Lunch & Dedicated Exhibition Area Time
- Afternoon Break & Dedicated Exhibition Area Time
- Own The Night Reception

THURSDAY, 22 OCTOBER

- Registration & Dedicated Exhibition Area Time
- Full Day of Sessions Featuring Keynotes & Panel Discussions
- Morning Break & Dedicated Exhibition Area Time
- Lunch & Dedicated Exhibition Area Time
- Afternoon Break & Dedicated Exhibition Area Time
- Exhibition Area Tear Down
- Own The Night Reception (Sponsored)

CONFERENCE CONCLUDES

SUBJECT TO ADJUSTMENTS

TIERS & PRICING

TIER ONE SPONSORSHIPS

INVESTMENT

- DIAMOND **¥450,000/\$65,000**
- PLATINUM **¥385,000/\$55,000**
- GOLD - LUNCH **¥315,000/\$45,000**
- SILVER - SESSION **¥215,000/\$35,000**
- BRONZE - WELCOME REC. **¥175,000/\$25,000**

TIER TWO SPONSORSHIPS

INVESTMENT

- BREAKFAST **¥140,000/\$20,000**
- COUNTRY/CORP. PROFILE **¥125,000/\$18,000**
- NETWORKING BREAKS **¥105,000/\$15,000**
- REGISTRATION DESK **¥85,000/\$12,000**
- EXHIBIT SPACE **¥55,000/\$8,000**

TIER THREE SPONSORSHIPS

INVESTMENT

- MOBILE CHARGING STATION **¥50,000/\$7,000**
- BRANDED MICROPHONE **¥50,000/\$7,000**
- DELEGATE HANDBOOK **¥50,000/\$7,000**
- WI-FI ACCESS CARD **¥40,000/\$6,000**
- CORPORATE SPEAKER **¥35,000/\$5,000**
- SWAG BAG ITEMS **PRICING VARIES**

ADVERTISING SPONSORSHIPS

INVESTMENT

- BACK COVER **¥23,000/\$3,500**
- 2-PAGE SPREAD **¥20,000/\$3,000**
- INSIDE BACK COVER **¥17,000/\$2,500**
- INTERNAL FULL PAGE **¥14,000/\$2,000**

ATTENDEE PRICING

PRICING TIERS

- Early Bird Price | Now - July 20
 - ▶ **\$750 USD**
 - ▶ **¥5,200 RMB**
- Full Price | July 20 - October 20
 - ▶ **\$1,000 USD**
 - ▶ **¥7,000 RMB**
- FDI Training Seminar (with purchase of Summit Pass)
 - ▶ **\$395 USD**
 - ▶ **¥2,750 RMB**
- FDI Training Seminar (without Summit Pass)
 - ▶ **\$695 USD**
 - ▶ **¥4,800 RMB**

TIER ONE SPONSORSHIPS

DIAMOND – OWN THE NIGHT SPONSORSHIP | TIER ONE

INVESTMENT: \$65,000

ONE (1) AVAILABLE

The Diamond Sponsorship is the EXCLUSIVE opportunity for you to “Own the Night” and design your perfect reception on the evening of the first full day, Wednesday, 21 October. This is your chance to maximize brand awareness by creating a memorable night that delegates will never forget! You’re encouraged to feature your local cuisine, cultural entertainment and decor that will transport delegates to your destination without ever stepping foot on a plane.

This package includes:

- **Registrations:** Twelve full summit registrations for your organization and twenty-five comp tickets to your networking event
- **Exclusive sponsorship of the official Global Free Zones Summit first full day reception** on Wednesday, 21 October (Venue to be selected and contracted by Conway)
- **Food & Beverage** to include passed hors d’oeuvres and dinner, beer, wine and house-liquor
 - » Choose your dinner format – plated/ seated, buffet, stations etc.
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Transportation** to/from venue included in sponsorship
- **Five-minute presentation** during reception
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One Day Private Executive Meeting Room** that accommodates 8-10 delegates
 - » Audio visual and food and beverage needs are additional and at the expense of the sponsor
- **One two-page spread advertisement in the delegate handbook** (Ad to be provided by sponsor)

PLATINUM – OWN THE NIGHT SPONSORSHIP | TIER ONE

INVESTMENT: \$55,000

ONE (1) AVAILABLE

The Platinum Sponsorship is the EXCLUSIVE opportunity for you to “Own the Night” and design your perfect networking reception to close out the Global Free Zones Summit and maximize brand awareness – the whole night will be about you!

This package includes:

- **Registrations:** Ten full summit registrations for your organization and twenty-five comp tickets to your networking event
- **Exclusive sponsorship of the evening reception** on Thursday, 22 October (Venue to be selected and contracted by Conway)
- **Food & Beverage to include passed hors d’oeuvres and stationed food, beer, wine and house-liquor**
 - » Food to be served in stations or buffet style
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Transportation** to/from venue included in sponsorship
- **Five-minute presentation** during reception
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One Day Private Executive Meeting Room** that accommodates 8-10 delegates
 - » Audio visual and food and beverage needs are additional and at the expense of the sponsor
- **One full-page spread advertisement in the delegate handbook** (Ad to be provided by sponsor)

GOLD – LUNCH SPONSORSHIP | TIER ONE

INVESTMENT: \$45,000

TWO (2) AVAILABLE

The EXCLUSIVE Daily Gold Sponsorship is an opportunity to amplify your brand presence to a captive audience by giving a presentation during lunch on the first or second day of the summit.

This package includes:

- **Registrations:** Eight full summit registrations for your organization
- **Exclusive daily lunch sponsorship**
- **Food & Beverage:** Lunch will be served in buffet style at the summit venue
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Three-minute video** played during lunch
- **Five-minute presentation** during lunch
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)
- **Branded promo giveaway** to be included in the delegate handbag

SILVER – SESSION SPONSORSHIP | TIER ONE

INVESTMENT: \$35,000

EIGHT (8) AVAILABLE

The Silver Sponsorship allows you to be a part of the program by sponsoring a session and nominating a senior-level corporate investor to join a panel of your choice to best highlight opportunities in your region.

This package includes:

- **Registrations:** Six full summit registrations for your organization
- **Exclusive sponsorship of the session of your choice** - subject to availability
- **Opportunity to nominate a corporate investor** to speaker on your selected session
- **Three-minute presentation** before your selected session
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)
- **Provide one printed collateral piece** to be placed in delegate bags (provided by sponsor)
- **Branded USB drive** in the delegate bag: (USB provided by Conway) (Presentation fulfillment to be provided by the sponsor)
- **Sponsor logo to be displayed on-screen** for the duration of the session

INVESTMENT: \$25,000

ONE (1) AVAILABLE

The EXCLUSIVE Welcome Reception sponsor will deliver a lasting impression by giving delegates a taste of your region. This is your chance to maximize brand awareness by creating a memorable first night! You're encouraged to feature your region's local food and beverage.

This package includes:

- **Registrations:** Four full summit registrations for your organization and twenty-five comp tickets to your networking event
- **Exclusive sponsorship of the official Global Free Zones Summit welcome reception** on Tuesday, 20 October (Venue to be selected and contracted by Conway)
- **Food & Beverage** to include passed hors d'oeuvres and stationed food, beer, wine and house-liquor
- Food to be served in stations or buffet style
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Five-minute presentation** during the welcome reception
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)

BENEFITS FOR ALL SPONSORS:

Sales Engagement & Networking:

- Opportunity to post Global Free Zones Summit promotional banner ad on sponsor company homepage to receive one (1) additional full Summit pass.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Prominent placement of logo on Summit opening slide.
- Provided a pre-event registration list, including contact information, two weeks prior to the Summit.
- Provided a post-event registration list including contact information.
- Sponsor identifier on name badges.

TIER TWO SPONSORSHIPS

BREAKFAST SPONSORSHIP | TIER TWO

INVESTMENT: \$20,000

TWO (2) AVAILABLE

The EXCLUSIVE Daily Breakfast Sponsorship offers you the opportunity to maximize brand awareness by showcasing your location during breakfast on either day one or day two of the summit.

This package includes:

- **Registrations:** Three full summit registrations for your organization
- **Exclusive daily breakfast sponsorship**
- **Food & Beverage:** Breakfast will be served in buffet style at the summit venue
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Three-minute video** played during breakfast
- **Five-minute presentation** during breakfast
- **Sponsor logo to be displayed on-screen** for the duration of the breakfast
- One full-page advertisement in the delegate handbook (Ad to be provided by sponsor)

COUNTRY/CORPORATE PROFILE SPONSORSHIP | TIER TWO

INVESTMENT: \$18,000

TWO (2) AVAILABLE

The Country/Corporate Profile offers an unprecedented exclusive daily opportunity to present your value proposition and investment attractiveness to the all Global Free Zones Summit delegates.

This package includes:

- **Registrations:** Three full summit registrations for your organization
- **Five-minute presentation** in the general session room between sessions
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)

NETWORKING BREAKS SPONSORSHIP | TIER TWO

INVESTMENT: \$15,000

TWO (2) AVAILABLE

The Exclusive Daily Networking Breaks Sponsorship offers the opportunity to showcase your organization in the exposition space during breaks between sessions on the first or second day of the summit.

This package includes:

- **Registrations:** Three full summit registrations for your organization
- **Exclusive daily networking breaks sponsorship**
- **Food & Beverage:** Snacks and refreshments will be served during 2 networking breaks per day
- **Opportunity to feature** specific food & beverage, entertainment, decorations, and additional signage
 - » If any of these items are an additional expense, they are to be paid for by the sponsor and are subject to Conway & venue approval
- **Sponsor logo to be displayed on signage** in the networking area for the entire day
- **Video** played on a loop during breaks in the networking area
- **Branded USB drive** in the delegate bag: (USB provided by Conway) (Presentation fulfillment to be provided by the sponsor)
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)

REGISTRATION DESK SPONSORSHIP | TIER TWO

INVESTMENT: \$12,000

ONE (1) AVAILABLE

Showcase your organization where all delegates will see you, at the registration desk!

This package includes:

- **Registrations:** Two full summit registrations for your organization
- **Sponsor logo to be displayed** on signage at the registration desk for the full summit
- **Exclusive sponsorship of the branded delegate handbags:** to be provided to all summit attendees (\$6,000 value)
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)

EXHIBIT SPACE | TIER TWO

INVESTMENT: \$8,000

UP TO TEN (10) AVAILABLE

The Exhibit Space is an opportunity to showcase your region/organization in front of the entire delegation in the exhibition area.

This package includes:

- **Registrations:** Two full summit registrations for your organization
- **Exhibit Space:** Includes custom branded backdrop and display counter
- **Optional enhancement:** TV monitor for presentation (additional cost to sponsor)
- **One full-page advertisement in the delegate handbook** (Ad to be provided by sponsor)



TIER THREE SPONSORSHIPS

BENEFITS FOR ALL SPONSORS:

Sales Engagement & Networking:

- Opportunity to post Global Free Zones Summit promotional banner ad on sponsor company homepage to receive one (1) additional full Summit pass.

Brand Awareness:

- Logo/link on event website, to be provided by sponsor.
- Prominent placement of logo on Summit opening slide.
- Provided a pre-event registration list, including contact information, two weeks prior to the Summit.
- Provided a post-event registration list including contact information.
- Sponsor identifier on name badges.

MOBILE CHARGING STATION

INVESTMENT:
\$7,000

ONE (1) AVAILABLE

Opportunity to include your logo on a mobile charging station — able to store and charge any device during the summit.

- **Registrations:**
 - » One full summit registration for your organization
- **Charging Station:** Logo to be provided by sponsor

BRANDED MICROPHONE WRAPS

INVESTMENT:
\$7,000

ONE (1) AVAILABLE

Feature your logo on a 4-sided microphone wrap to be used during Q&A for all sessions during the event.

- **Registrations:**
 - » One full summit registration for your organization
 - » Logo to be provided by sponsor

DELEGATE HANDBOOK

INVESTMENT:
\$7,000

ONE (1) AVAILABLE

Your logo will be placed on the front cover of the Delegate Handbook, to be given to every attendee

- **Registrations:**
 - » One full summit registration for your organization
- **One full-page advertisement in the delegate handbook**
 - » Ad to be provided by sponsor

WIFI ACCESS CARD

INVESTMENT:
\$6,000

ONE (1) AVAILABLE

Include your logo and the custom password of your choice on the WiFi information cards placed throughout the summit.

- **Registrations:**
 - » One full summit registration for your organization
- **WiFi Cards:** Logo and custom password to be provided by sponsor

CORPORATE SPEAKER

INVESTMENT:
\$5,000

ONE (1) AVAILABLE

Opportunity to nominate an executive level corporate investor from your region or company to speak on a panel of your choice.

- **Registrations:**
 - » One full Summit registration for your organization
- **Logo Placement:** Your logo will be placed in the delegate handbook next to the speaker's headshot and bio

SWAG BAG ITEMS

INVESTMENT:
PRICING
VARIES

Feature your logo on a giveaway to be placed in the delegate handbag given to all summit attendees.

- **Registrations:** One full summit registration for your organization
- **Swag Bag Items:** Item selection to be made by sponsor and is subject to Conway approval. Logo to be provided by sponsor



PEN ONE (1) AVAILABLE
Investment: \$2,500 / ¥17,000



NOTEBOOK ONE (1) AVAILABLE
Investment: \$2,500 / ¥17,000



BUSINESS CARD HOLDER ONE (1) AVAILABLE
Investment: \$2,500 / ¥17,000



LUGGAGE TAG ONE (1) AVAILABLE
Investment: \$6,000 / ¥40,000



FOLDING TRAVEL UMBRELLA WITH CASE ONE (1) AVAILABLE
Investment: \$7,000 / ¥50,000



RFID PASSPORT WALLET ONE (1) AVAILABLE
Investment: \$10,000 / ¥70,000

*if you would like a swag item not included in the list below, let us know and we'll source and price it for you

DELEGATE HANDBOOK ADVERTISING
SPONSORSHIPS

- Back Cover \$3,500
- 2-Page Spread \$3,000
- Inside Back Full- Page Ad \$2,500
- Internal Full-Page Ad \$2,000





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